THE NEW INDIAN EXPRESS

BENGALURU • MONDAY • APRIL 07, 2025 • ₹9.00 • PAGES 16 • LATE CITY EDITION

TN Chief Minister MK Stalin being welcomed by the people of The Nilgiris on Sunday

PM must allay TN's fears over delimitation: Stalin

Udhagamandalam: PM Narendra Modi should allay the fears of people of Tamil Nadu surrounding the delimitation exercise, TN CM MK Stalin said on Sunday. Modi should also ensure that a resolution is passed in Parliament to make sure the rights of TN are not curbed, he said. "This (delimitation) not only leads to a reduction of Parliamentary seats, it is our right to ask and at the same time, it is also a cause of worry about our future," he said | P5

Shri. Siddaramaiah
Hon'ble Chief Minister
Government of Karnataka

Shri. D. K. Shivakumar
Hon'ble Deputy Chief Minister
Government of Karnataka

Leadership That Delivers. Performance That Inspires.

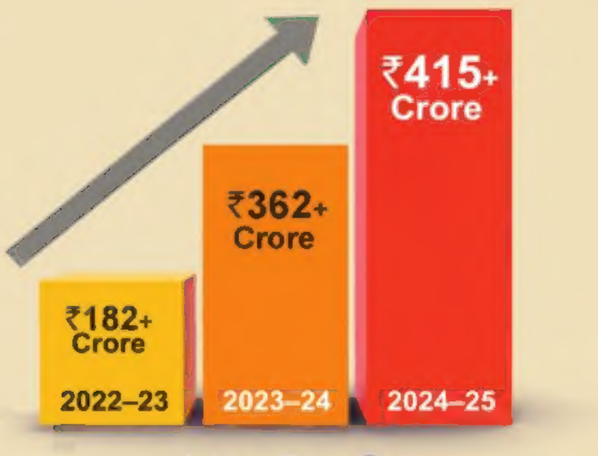
Another remarkable year for KSDL with outstanding results in 2024-25

Shri. M.B. Patil, Hon'ble Minister for Large & Medium Industries and Infrastructure Development, and **Shri. Appaji C.S. Nadagouda**, Hon'ble MLA & Chairman, KSDL, presenting new products of KSDL to Hon'ble Chief Minister **Shri. Siddaramaiah**.

STRONG LEADERSHIP.

Sharp Focus. Phenomenal Growth.

For over a century, **Karnataka Soaps & Detergents Limited (KSDL)** has been a symbol of purity, tradition, and excellence - best known for the iconic Mysore Sandal Soap. Today, through focused leadership, it is not just preserving its rich legacy - it is setting benchmarks in growth, innovation, and public sector performance.



Net Profit

Turnover Growth

What's Driving the Growth

- **Production Efficiency**
  Over **110%** achievement across all years
- **Exports**
  Present in **25** countries, targeting **80** countries by **2026**
- The company achieved a **29% CAGR** over five years and delivered the highest profit in its history.
- Launch of **Mysore Sandal Wave Series:** premium soaps, pooja items, agarbathis, sambrani, lamp oil, packaged water

Key Highlights

- **Turnover up by ₹412 Cr in 2 years**
- **Net Profit more than doubled**
- **Dividends more than doubled**
- **Daily output: 1.8 million soaps**
- **Soaps account** for **70%** of total production
- **Grow More Sandalwood:** Partnered with **713+** farmers across **3,813 acres** for commercial cultivation
- Partnering with **e-commerce platforms** to drive **₹100 Cr** annual sales online
- Organizing the **'Mysore Sandal Soap Mela'** across the state to enhance reach and promotions

Product Diversification

New launches include:

- 7 hand sanitizer variants
- 5 hand wash products
- 3 shower gels
- 10 new soap grades
- Aqua Mineral Water

Vision 2030

- Targeting **₹5,000 Cr turnover by 2030**
- New production unit in **Vijayapura**
- **Higher exports** and an expanding presence in the North-East, Punjab, Rajasthan, and Jammu & Kashmir.

As enshrined in our Constitution - to safeguard public property and to abjure violence is the fundamental duty of every citizen of India.

A big thank you to all the workers, unions, staff, officers, General Manager-Administration, General Manager-Finance, for their valuable contributions to this wonderful achievement of the organization.

Dr. S. Selvakumar, IAS, Principal Secretary
Department of Industries & Commerce

Dr. Prashanth PKM, IFS, Managing Director
Karnataka Soaps & Detergents Ltd.